

IN THE CLAIMS:

Please cancel claims 1-30, and 35-41, without prejudice.

Please amend claims 31, 33 and 34 as follows:

- A3*
31. (Amended) A method of facilitating online transactions based upon interactions between customers and merchants, comprising:
providing by a first merchant online to a customer an incentive for completing a sales transaction with the first merchant;
transmitting a reason code and a customer identifier from the first merchant to a second merchant indicating that the customer has completed the sales transaction with the first merchant, the reason code including an electronic address for communicating with the customer and information relating to the customer and to the incentive;
displaying, by the second merchant using the electronic address, an offer to the customer, graphically on-line, the offer selected according to data associated with the reason code, the offer displayed while the customer is still connected to the first merchant;
receiving online by the second merchant an acceptance of the offer from the customer;
establishing by the second merchant an electronic communication connection with the first merchant;
sending from the second merchant to the first merchant the customer identifier;
sending, from the first merchant to the second merchant responsive to the customer identifier, customer payment information; and
processing by the second merchant the acceptance using the customer payment information.

- A4*
33. (Amended) The method of claim 31 further comprising:
receiving by the second merchant SKU information from the first merchant; and
the second merchant assembling the offer based upon the SKU information.

a4

34. (Amended) The method of claim 33 further comprising:
receiving by the second merchant prioritization information from the first
merchant for a compound purchase; and
the second merchant assembling offer components according to the prioritization
information.

Kindly add the following new claims:

a5

42. (New) A system for facilitating online transactions based upon interactions
between customers and merchants, comprising:
means for providing by a first merchant online to a customer an incentive for
completing a sales transaction with the first merchant;
means for transmitting a reason code and a customer identifier from the first
merchant to a second merchant indicating that the customer has completed the sales
transaction with the first merchant, the reason code including an electronic address for
communicating with the customer and information relating to the customer and to the
incentive;
means for displaying, by the second merchant using the electronic address, an
offer to the customer, graphically on-line, the offer selected according to data associated
with the reason code, the offer displayed while the customer is still connected to the first
merchant;
means for receiving online by the second merchant an acceptance of the offer
from the customer;
means for establishing by the second merchant an electronic communication
connection with the first merchant;
means for sending from the second merchant to the first merchant the customer
identifier;
means for sending, from the first merchant to the second merchant responsive to
the customer identifier, customer payment information; and
means for processing by the second merchant the acceptance using the customer
payment information.

43. (New) The system of claim 42 further comprising:
means for decoding a data item to obtain the reason code and the customer identifier.

44. (New) The system of claim 42 further comprising:
means for receiving by the second merchant SKU information from the first merchant; and
means for the second merchant assembling the offer based upon the SKU information.

as
45. (New) The system of claim 43 further comprising:
means for receiving by the second merchant prioritization information from the first merchant for a compound purchase; and
means for the second merchant assembling offer components according to the prioritization information.